

as part of the information package they receive when arriving in Canada, a public health worker says the policy piece remains to be addressed.

Migrant workers from Caribbean countries travel to Ontario farms to help with the crops. Typically, they buy used bikes at garage sales and ride to nearby towns to buy groceries, call home and take in entertainment. Const. Eric DeSerranno says they're often riding on unlit roads, unseen by drivers until it's too late.

Sparked by the police, a partnership formed between them, the Ministry of Transportation, embassies and the health unit. Bike safety posters are being designed in Spanish and English, to be hung in workers' bunkhouses. A bilingual DVD is being created. Volunteers have visited farms and applied reflective tape and lights to the bikes.

Joanne Alessi, injury prevention coordinator for the Haldimand-Norfolk Health Unit, notes even new bikes do not comply with the highway traffic act. They are sold without a horn or bell, or reflective tape and lights that must be installed if a cyclist is to ride within a half hour of dusk. She wants bikes so equipped before they are sold, a passive safety measure that would protect everyone. She hopes a group will champion a move to make this law in Canada.

But her colleague, avid cyclist Glen

Steen, says that won't work. Most cyclists never ride at night, he said, so don't need the gear. They need to realize if they are going to do so, they must make themselves visible. He is "lit up like a Christmas tree" during his night riding, with several headlights, tail lights and reflectors. Education - "Be seen, be seen," - and enforcement of lights for night riding, are key, he argues.

For more information on the campaign, call Joanne Alessi: 905-318-5367, x.322 or joanne.alessi@haldimand-norfolk.org.

ERIN hosts advocacy conference in April

The Eastern Region Injury Network hosts "Advocacy 101, Taking Action for a Safer Community," on April 12 in Perth, Ont. Guest speaker, Cynthia Callard, is Executive Director of Physicians for a Smoke-free Canada. Registration is \$55. Contact Caulette McBride, 613-549-1232, ext. 571 or cmcbride@healthunit.on.ca

SMARTRISK



SAUVE-QUI-PENSE

preventing injury with smart thinking

790 Bay Street, Suite 401,

Toronto, Ontario, Canada M5G 1N8

Telephone: (416) 977-7350 Fax: (416) 596-2700

Email: info@smartrisk.ca Web: www.smartrisk.ca

SMARTRISK



SAUVE-QUI-PENSE

preventing injury with smart thinking

ONTARIO STAKEHOLDERS

NEWS

MARCH/APRIL 2006

Featuring...

Resources for you.....

Register for Learning Series.....

Trouble in paradise.....

Policy help sought for cycling.

Advocacy with ERIN.....

Help us evaluate our communications tools

Help us make the Ontario Stakeholders News, SMARTRISK Navigator and Catalogue of Ontario Injury Prevention Programs the best they can be and you could win a free registration to next year's Ontario Injury Prevention Conference in Thunder Bay, Ont. Have your say about the stories and programs you'd like to hear about, how often we publish and anything else you'd like to comment on. Help us make our information-sharing tools as relevant as possible. Visit www.smartriskresearch.ca to take the survey.

PUBLICATIONS MAIL
AGREEMENT # 40034457

Resources, new learning, drunken riding and risky cycling

Public health invited to use new resource centre

Public health workers have told us they sometimes have trouble finding appropriate data or research on injury. Or they may want help designing a new program or an evaluation for that program. Or they're not sure who can assist them in pulling together a creative public service campaign.

Funded by the Government of Ontario, the Ontario Injury Prevention Resource Centre is designed to serve all those needs. The Resource Centre takes under its umbrella some SMARTRISK injury prevention resources you're already familiar with: the SMARTRISK Learning Series, the Ontario Injury Compass, the Ontario Stakeholders News, Canadian Injury Prevention and Control Curriculum workshops in Ontario and the Ontario Injury Prevention Conference.

Staff at the Resource Centre also take specific enquiries from public health workers and offer referrals to other organizations.

The Resource Centre is a new member of the Ontario Health Promotion Resource System, a network of organizations dedicated to building capacity for health promotion in Ontario. For more information, please contact us at 416-977-7350 or info@smartrisk.ca.

Winter Learning Series features new research

Remember to sign up for the March and April sessions of the SMARTRISK Learning Series, available free to Ontarians, thanks to funding from the Government of Ontario. E-mail learning@smartrisk.ca for information or to register.

Mapping Stages of Child Growth and Development in the Early Years (ages 0-6) to Pediatric Injury, on March 22, is an advanced session led by Dr. Will Pickett of Queen's University. This new research has many implications for prevention.

The April 26 session, *Dazed and Confused about Marijuana?* will be led by Suzanne Witt-Foley of the Centre for Addiction and Mental Health. Topics will include health effects, medical marijuana, adolescent use, driving under the influence and decriminalization and CAMH's position.

"Trouble in paradise" tackles drunk riding

Ontarians love to play in communities served by the Simcoe Muskoka District Health Unit - skiing and snowmobiling in the winter, boating and riding ATVs in the summer. It's great to slip away for the weekend with friends and cut loose

from the stresses and strains of the work week. For many people, "cutting loose" involves alcohol. But when alcohol is mixed with recreational vehicles, serious injury can result.

While most Canadians now refrain from drinking and driving their cars, many are less cautious about boating or snowmobiling. The Safe and Sober Awareness Committee, with membership from local businesses and a variety of non-profit agencies representing health, enforcement and transportation, is launching a major campaign to address this issue with a grant from Health Canada's Drug Strategy Community Initiatives Fund.

Public health nurse Adele Payne says the 10-year-old Committee has tackled similar issues in the past on a smaller scale. This grant allows them to undertake a more comprehensive project like "Trouble in Paradise" in a systematic, extensively researched way.

After a request for proposals, SMARTRISK was hired for the project's first step: assessing the target audiences' drinking patterns, attitudes to drinking and opinions on safety and prevention strategies, using surveys and focus groups.

The survey will allow for comparison of the four subgroups (ATVs, boats, personal

watercraft, snowmobiles) to determine similarities and differences along with "cross cutting issues." Survey data will help define issues and obtain a wider scope of responses from a potentially diverse audience of recreational transport users. The focus groups will gather rich, qualitative data, including the "hows and whys" behind the results.

This research will help the group develop appropriate messages for recreational transportation users. "We need something that makes sense to them, and will influence people to be smart about the risks they do take," Ms. Payne said. The Committee anticipates key strategies they develop will include public education, skills development and enforcement.

For information about the project, contact Adele Payne at 705-526-9324 or adele.payne@smdhu.org. To participate in the survey or in a focus group, see www.smartriskresearch.ca

Bicycle safety advocates target migrant workers

The deaths of several migrant farm workers while cycling at night sparked a campaign in Haldimand-Norfolk to prevent further tragedies. While migrant workers are being educated on cycling safety now